

JOB DESCRIPTION

POSITION TITLE: Sales Director
DEPARTMENT: Global Sales & Services
REPORTS TO: Managing Director of Sales
STATUS: Vacant role

Toronto's visitor economy is a vital economic engine for the city, with a record 28.2 million visitors generating over \$9 billion in visitor spending in 2025. Destination Toronto's purpose is to ignite the city's visitor economy to enrich and empower its communities. Operating in partnership with the City of Toronto and the tourism and hospitality community, Destination Toronto promotes the city to attract visitors and major meetings and events, and supports local businesses in maximizing the opportunities of the visitor economy. For more information, please visit [DestinationToronto.com](https://www.destinationtoronto.com).

ROLE SUMMARY

The core of this position is to promote and sell Destination Toronto as a convention and meeting destination to Planners/C suite executives with a singular focus on groups that use a multi-hotel package, a convention facility and deliver 1500+ attendees. These are 'Citywide' defined meetings and conventions. This position is further aligned to support our top vertical sectors. This is in support of Destination Toronto's mission to grow our visitor economy.

CORE RESPONSIBILITIES

- Developing proactive business leads for Toronto's convention facilities and hotels.
- Work with in-market lead generators and/or our Partners at the Leaders Circle to uncover potential leads, and acquire business events to achieve annual goals as outlined by leadership within the highly coveted citywide market for your defined meeting/convention vertical sectors.
- Complex sales cycle, for high impact convention sales that includes: managing multiple stakeholders, high economic impact, high risk decision making, C-Suite decision makers, securing additional business development funding (e.g. CDF)
- Develop sales action plans and participate in planning during the annual budget/business planning cycle that ensure the achievement of annual goals in your defined meeting/convention vertical sectors.
- Plan/execute sales and promotional client outreach for activation primarily based here in Toronto, including site visits and familiarization trips.

- Represent Destination Toronto at assigned industry events deemed appropriate for business development opportunities, as needed.
- Achieve monthly sales activity goals documented in Simple View (CRM), relating to prospecting, first meetings, industry participation and achievement of annual business development goals..
- Maintain complete documentation within Simple View, and conform to applicable sales administration practices and policies.
- Manage budget associated with specific sales action plan.
- Gain knowledge of competitive sets and changing marketing trends that impact business events.
- Assist in the recruitment of sales support staff. Mentor and provide leadership to sales support staff.
- Attend and participate in sales meetings, training programs and other required meetings.
- Undertake special projects as may be assigned by Destination Toronto leadership.

KNOWLEDGE

- Good working knowledge of computers, Microsoft Office software, Outlook, and general office equipment Experience with SimpleView CRM, CVENT and EmpowerMINT a plus

ABILITIES, SKILLS AND COMPETENCIES

- Cross border business travel is an important aspect of the role
- Effective negotiating skills
- Strong interpersonal skills
- Self motivated with strong oral, written and public presentation skills
- Ability to multitask, and adapt to a fast pace environment while managing deadlines
- Attention to detail
- Driven & motivated
- Team player

EDUCATION

- Minimum some post-secondary education (College/University preferred)

EXPERIENCE

- Minimum 5 years related sales experience in the hospitality sector, dealing with multiple properties and experience working in convention sales

LANGUAGE

- English essential

How to Apply

Please send your resume to human-resource@destinationtoronto.com and clearly indicate the application is for the position of "Sales Director" in the subject line.

If you require a disability-related accommodation to participate in the recruitment process, please email us. We will accommodate your needs under the Ontario Human Rights Code.

We are committed to equitable hiring practices. Please note that as part of our recruitment process, we may use automated tools to screen resumes for qualifications and relevant experience. Human oversight is maintained throughout the selection process to ensure fairness and transparency.

We thank all candidates for their interest in Destination Toronto and will directly contact those candidates selected for an interview.

Compensation: \$100,000